



Mid San Fernando Valley

Service Above Self

Meeting at Denny's restaurant
Thursdays, 12:10 p.m.
16575 Sherman Way, Van Nuys, CA



Reach Within to Embrace Humanity

September 8, 2011

Flag Salute: Reneé D'Auria

Invocation: Jean Mabilon

Attending Members: Reneé D'Auria, PDG Emilio Basile, Sara Vasquez, Barbara Pampalone, Marc Tapper, Frank Santucci, Rosielee Jones, Robin Kellogg, Jean Mabilon, Judy Rockey, Clinton Jones and Beth Ullman

Guests: Lisa Long from the Mission Circle Ministry at St. John Eudes Parish, Bub Pickup from Visiting Angels, and Morgan Greenwald (Robin's niece)

Announcements

District Foundation Meeting

On Saturday, September 10, 2011 at Woodbury University, District 5260 met to talk about the various aspects of the Rotary International Foundation. The seminar gave a comprehensive look at the Foundation and why it needs our support.

District Governor Tom Hardy kicked things off with a question: "Do you know who Luis Fermin Tenorio is?" Give up? In 1991, at the age of 9, this young Peruvian boy was the last person in the Western Hemisphere to contract polio.

Rotary committed to eradicating polio in 1988 and since then has lowered the number of cases from 1,000 cases per day to 358 cases so far this year (122 cases in the four endemic countries: Afghanistan, Nigeria, India and Pakistan and 238 in non-endemic countries). To be considered a non-endemic country, there have to have been no new polio cases for three years. Unfortunately, new cases are brought in by travelers from the endemic countries. Our district alone has donated over \$1.3 million to this cause.

The Rotary Foundation dollars go toward a multitude of projects, including providing mosquito nets to combat malaria and projects to prevent human trafficking.

Speakers, including PDG Eli Gauna, touched on their own personal experiences while participating in National Immunization Days in India and witnessing people receiving wheelchairs in Nepal. PDG Ken Banks provided detailed information on what it meant to be a sustaining member (\$1000/year), a major donor (\$10,000 in a lifetime), and the Paul Harris Society (\$1,000 total). Rotarians can also designate funds through an insurance policy, or an amendment to a trust or will. As PDG and

Calendar

- 9/15** Lisa Long, Mission Circle Ministry at St. John Eudes Parish
- 9/17 Sat., 7 – 10 p.m.** SOS Dance Marathon for PolioPlus, Arthur Murray Sherman Oaks, 4633 Van Nuys Blvd.
- 9/20 Tues., 5:30 p.m.** Board Meeting
- 9/22** District Governor Tom Hardy
- 9/29** Marc Tapper, Membership
- 10/6** TBA
- 10/10 Mon., 5 – 9 p.m.** New Horizons Golf Tournament, Sherman Oaks Castle Park, 4989 Sepulveda Blvd.

North San Fernando Valley Rotary club member Les Grossman joked, "becoming a Paul Harris Fellow is only one decimal point to the right of one Rotarian every year", which requires a \$100 donation.

Lee Stacy of Burbank Sunrise talked about the opportunities clubs miss out on when they don't apply for a matching grant. Larry McLaughlin schooled us the points to consider before doing an overseas project, including if the club overseas has ever done a joint project, and if they have, have they submitted a report. If they haven't turned in the required report, they won't qualify for a new matching grant. To look at the projects available for matching grants, go to www.matchinggrant.org.

Jim Baker of the North Hollywood club talked to us about community service grants. Our club recently applied for this district grant to be used for teaching the Junior Achievement business program to students at San Antonio Boys Home.

Craig Timm updated us on the GSE team and their trip scheduled for Veracruz, Mexico in mid April. To nominate a team member (he or she must be 25-40 years old and have two years of a professional career under their belt), email CFTimm@gmail.com.

Pam Russell, PDG of District 5340, current Zone 26 Future Vision Transition Coordinator and a member of the LaJolla/Golden Triangle club, described the six areas RI is focusing on:

- Peace, and Conflict Prevention and Resolution
- Disease Prevention and Treatment
- Water and Sanitation
- Maternal/Child Health
- Basic Education and Literacy

- **Economic and Community Development**

RI has renamed matching grants and is now calling them global grants. The renaming was done to move away from small projects to larger ones. Clubs will have to come up with \$15,000 instead of \$5,000. Matched, this will be \$30,000. If you get a few clubs together, think of what you can do with the money. The largest global grant available is for \$199,000.

Rotary Club Dance Marathon for PolioPlus

The Rotary Club of Sherman Oaks Sunset and Mel Powell, with the participation of neighboring Rotary Clubs and the kind support of Westfield Fashion Square and Arthur Murray Sherman Oaks, is holding its Second Annual Rotary Club Dance Marathon on Saturday, Sept. 17, from 7:00 p.m. – 10:00 p.m. at Arthur Murray Sherman Oaks, 4633 Van Nuys Blvd., Sherman Oaks (just south of the 101 Freeway).

The Dancer's entry fee of \$10 will be waived if you get at least \$100 in sponsorship. All contributions, dancer fees and sponsorship donations for dancing are tax-deductible to the extent allowed by law. Please make checks payable to the Rotary Foundation. Contact Mel Powell 818-379-9635 (RotaryMelPowell@aol.com) for more information, to reserve your spot, and/or to get a sponsorship form. If you can, attend – this is a wonderful, fun event! "We dance for the children who can't dance due to polio, raising funds for immunization so no child ever gets polio again."

Beanie Babies Donation

Thanks to Captain Judy Rockey and the Salvation Army, we now have 200 or so Beanie Babies for Operation Gratitude. The soldiers give them to the children in Iraq who then help them identify where the incendiary devices are located. Many thanks, Judy, for this generous donation of these adorable stuffed animals. If you have any new or gently used small stuffed animals that you would like to contribute, you can deliver them to Operation Gratitude at the Armory, located on the south side of Victory Blvd. at Louise. They will be accepting donations of these, note cards, letters to service personnel, caps, scarves (without fringe), and candy through Dec. 5. Hours are Monday and Friday 9:00 a.m. – 4:00 p.m.; Tuesday, Wednesday and Thursday noon – 4:00 p.m.

Possible Club Merger

Beginning October 14, the Van Nuys club will hold evening get-togethers at the 94th Aero Squadron, 16320 Raymer St. in Van Nuys from 6:00 to 7:00 p.m. This special meeting time will take place every Wednesday in October in lieu of their regular luncheon meeting. This is a great opportunity for us to get to know the members of that club.

New Horizons Golf Tournament

Join us on October 10, 2011 for the 10th Annual New Horizons Miniature Golf Tournament at Sherman Oaks Castle Park, 4989 Sepulveda Blvd., Sherman Oaks. Please arrive at 5:00 p.m. to help set up.

Taste of the World

We are currently planning our Taste of the World event for October 22. The venue is still being determined. The

Rotary Club of North San Fernando Valley is interested in helping us plan this event. Start thinking about auction donations and who you might invite to his event. We'll keep you posted on venue and other details as they develop.

Helping the Eagle Scouts

Emilio received an email from a local Eagle Scout troop, which is requesting \$200 to \$300 to complete a project. The board will consider this request at the next board meeting, Tuesday, September 20th.

Our Dancing Girl



Sara Vasquez gave a demonstration of a flamenco dance for our club in June. Rich Miller recently sent a photo he had taken that day with his phone camera.

Associate Member

We need your help. As you know, we have been chosen to participate in an RI pilot program for Associate members. This program is intended to attract younger members, who may not be able to afford paying our dues but can afford a reduced fee of \$25 every six months. This is a way to introduce them to Rotary. The hope is that when they can afford our standard membership fees, they will switch to full membership. Please let Barbara Pampalone, Rich Miller or Marc Tapper know if you have anyone in mind.

District 5280 Breakfast

We have been invited to the District 5280's next breakfast on Tuesday, September 27, 7:00 p.m. at the Westin LAX Hotel. Make your reservations before September 20 for the early bird special price of \$34. The speaker will be Val Zavala who is the anchor of SoCal Connected and also serves as KCET's Vice President of News and Public Affairs. A registration form is attached.

Rotary Minute

PDG Emilio Basile gave our Rotary Minute. He spoke about the district community grant we applied for to teach students at San Antonio Boys Home how to start a business using either the Junior Achievement business program or Ray Carlson's adaptation. We discussed who could commit to the program and its cost. According to Emilio, Ray's modified program would cost us \$1,300 for three hours of instruction to train us, plus student workbooks for up to 30 students. The Junior Achievement program, which Emilio taught for five years, would cost \$1,000 for an hour and a half of instruction and the manuals. We need volunteers to either teach or be guest speakers over the course of eight to ten weeks of instruction. To apply for the grant we have to put up \$450 for the district to give us the other \$550, totaling \$1,000.

Speaker: Chuck Iacobellis, Value and Purpose

Chuck Iacobellis, a web designer and owner of Value and Purpose spoke to us about how he's helped clients, many of which are nonprofits with their fundraising activities. Chuck is also a member of the Northridge Kiwanis and so like Rotary members is always involved in one project or another.

Chuck began his talk, "Fundraising...Is it for You?" with several questions:

- What kind of fundraising have you done so far?
- What are your expectations when fundraising?
- How many members actively participate?
- How many outside supporters do you have?
- Do you have relationships with any local businesses?
- Do you understand the power of compounding?

Answering his last question first, Chuck explained what he meant by compounding. Twenty participants are each responsible for four ticket sales at \$15 per ticket. That's 80 tickets and \$1,200.

Chuck then laid out the four main types of fundraising. They include:

- Direct sales with immediate delivery of something (e.g. the purchase of a raffle ticket)
- Direct sales with delayed delivery (along the lines of Girl Scout cookies)
- Special events
- Donation solicitation (traditional and online)

Be realistic when deciding on a type of fundraising. Do you have buy-in from your club? Have you targeted the right audience? Do you have enough people to work on the project? Is this something you want to do annually?

Once you decide how you are going to fundraise, the planning kicks in. You'll need to:

- Get the message out early
- Personalize your event (tell your story)
- Build a community of supporters
- Use Facebook and Twitter to advertise it on a consistent basis.
- Define its perceived value.

Any fundraiser you do has to be fun for both the participants and your volunteers and club members. Don't forget to formally thank each volunteer after the event and

then again during the holidays—reminding them that you will be repeating the event later on in the year and would love their participation again.

What types of events are successful? Car shows, bake sales, yard sales, family portraits and custom charity coin banks. For example, Chuck was involved with a Simi Valley Car show six years ago in a church parking lot. The event featured live music, a bake sale, a yard sale, and family portraits were taken in front of the cars. Each portrait was sold for \$10. Vendors were also included. Cars paid \$25 and vendors were charged \$100 for a table.



Chuck Iacobellis with Mid SFV Rotary Club President Barbara Pampalone.

Custom charity coin banks are another great money generator. Let's say you have 300 supporters and you give them each a coin bank. The cost of the banks is about \$800. If you don't want to pay for them yourselves, get a local business to sponsor the banks and put their name and logo on it. Each bank holds \$35 to \$45 worth of coins, which is collected in a three to four month time period, totaling \$10,500.

How do we put all this into action? First we have to start a fundraising committee. Then choose a fundraiser, something simple to start. Organize and divide the tasks. Make sure you're following the tax laws. Find out when other fundraising events are being held so your event isn't in competition for funding, plan for what participants will get, and think about hiring a fundraising consultant.

Chuck Iacobellis is located at 4212 E. Los Angeles Ave., Simi Valley, CA 93063. His phone number is (800) 670-4439.

Reminders:

2011 Sierra Safari

Join the Eastern Sierra clubs "Into the Wild Blue Yonder" at the 2011 Sierra Safari. This will be the last year that many of our clubs will be in the same district so take this opportunity to visit with Rotarians you may not see on a

consistent basis. You can find the flyer at www.rotary5260.com.

Miles of Quarters

The Boys & Girls Club of the West Valley will hold their 5th Annual Mile of Quarters event on Saturday, September 24, 2011 at the Westfield Topanga Mall, 6600 Topanga Blvd. in Canoga Park from 10:00 a.m. to 6:00 p.m. If you've never seen the event, it's a treat. The kids fill mats with end-to-end quarters that stretch out for a mile. The event will also include magic shows, a deejay, dignitaries, and other entertainment throughout the day. Money raised at the event will support programs for needy youths at the Boys & Girls Club of the West Valley. One foot of quarters equals \$3.25. That means if the entire mile is filled, \$17,160 will have been raised. Last year's event filled the entire mile, a total of 63,000 quarters! For more information contact: Jan Sobel at (818) 610-1054 or on her cell at (818) 577-7737. See the flyer attached to this newsletter.

PolioPlus: Thank you to everyone who contributed to Polio Plus this week.

Happy Bucks: Thank you to everyone who contributed to Happy Bucks this week.

Opportunity Drawing: Jean Mabilon won the \$5. Marc won the chance to pick the Joker out of an ever-decreasing deck of cards. He chose the king of hearts.

*Robin Kellogg
18604 Stare St.
Northridge, CA 91324*

2011-2012 Club Officers:

President:	
Barbara Pampalone	H 818-882-2395
Immediate Past President	
Martha Stulman	H 818-708-8947
Administrator & Club Chair:	
Beth Ullman	H 818-701-6889
Secretary:	
Rosielee Jones	C 818-703-3201
Treasurer:	
Frank Santucci	C 818-652-7529
Membership VP:	
Marc Tapper	H 818-425-6667
Projects VP:	
Rich Miller	W 818-994-8234
Foundation VP:	
PDG Emilio Basile	H 818-886-4142
Sara Vasquez	H 818-368-6682
Public Relations VP & Bulletin Editor:	
Robin Kellogg	H 818-993-5378
Community Chair:	
Judy Rockey	C 818-683-3510
Int'l Chair:	
Sara Vasquez	H 818-368-6682
New Generations Chairs:	
Clinton & Rosielee Jones	C 818-609-7105
Vocational Chair:	
Carlos Menjivar	818-996-7337
Programs Chair:	
Robin Kellogg	H 818-993-5378
Sgt. at Arms:	H 818-882-1659
Reneé D'Auria	
Parliamentarian:	
PDG John Alexander	H 818-899-2045